

ABSTRACT OF THE DISCLOSURE

A method and apparatus are provided for adjusting the brightness of a display screen, such as an LCD screen. The method and apparatus are capable of reducing power consumption of the display in a system by determining whether a video intensive operation is being performed on the basis of various parameters such as a CPU usage, operation key words, operation of memory devices such as a hard disk or a CD-ROM device, etc. The method and apparatus adjust the brightness of the display screen an appropriate amount in accordance with the machine's use without user input, and without interfering with video intensive processes.